

SA PIZZEDDA

Sorry, we can't hear you.
WE'RE EATING

SA PIZZEDDA

CROCCANTEZZA SARDA



THE BOARD OF CRUNCH

is now in session

Agenda

- 01 THE CHALLENGE
- 02 IT STARTED WITH A SOUND
- 03 THE INSIGHT
- 04 THE RULING
- 05 WHAT IT STANDS FOR
- 06 THE MARK
- 07 THE BAKE SCALE
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- 09 SOUND YOU CAN SEE
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- 11 IN THE WORLD

ITEM 01: THE CHALLENGE

ROOTED. READY TO TRAVEL.

Sa Pizzedda started with a strong local soul and a beautiful, detailed identity.

But the brand has grown. Three stores in Milan, more on the way and a national future. The old identity was too delicate to keep up.

The Challenge

Keep the Sardinian soul, and make it loud enough for every street in Italy.



ROOTED AND FORWARD-LOOKING. FAMILIAR,
YET COOL AND UNEXPECTED.

ITEM 02: IT STARTED WITH A SOUND

IT STARTED WITH A SOUND



CAGLIARI TO MILAN. ONE SOUND, TWO FRIENDS.



In Cagliari, pizza al taglio is thin, baked hard and folded in half.

You hear it before you taste it. Francesco grew up with that sound. Andrea, a university friend from Pavia, heard it once and never forgot it. In 2024 they brought it to Milan. Milan had never heard anything like it.



YOU HEAR IT BEFORE YOU TASTE IT.



**Crunch is not a detail
at Sa Pizzedda. It's the
whole point.**

It's in the name of the company:
Board of Crunch.

It's in the line people already know:
Croccantezza Sarda.

It's why Joe Bastianich named it the
best sliced pizza in Milan in 2025.

No other pizza brand owns a sound.
This one already does.

ITEM 04: THE RULING

THE BOARD HAS DECIDED: CRUNCH OUT LOUD

In Cagliari, you hear pizza before you see it.

Thin. Baked hard. Folded in half. Eaten on the move.

We brought that sound to Milan.

Now we're taking it further.

No soft bases. No quiet corners.

Just a crunch loud enough to turn heads in the queue.

Crunch Out Loud.



ITEM 05: WHAT IT STANDS FOR

LOUD



FOR THE RIGHT REASONS

Urban Lifestyle & Innovation

Food for cities that never sit still. No pizza brand has built an identity around sound until now.

Authenticity & Experimentation

A real Cagliari recipe and a real Cagliari crunch, with a menu that never stops changing.

Freshness & Boldness

Baked every day. Said out loud.

CRUNCH OUT LOUD!



A LOGO YOU CAN ALMOST HEAR

The new wordmark is bold, solid and made to be seen from across the street.

Look closer and it's been folded and baked: edges cracked, one corner bitten off. It's clean enough to scale from a phone screen to a shopfront, with enough imperfection to feel hand-made.



ITEM 06: THE MARK

A LOGO YOU CAN ALMOST HEAR



SECONDARY WORDMARK



PRIMARY WORDMARK

ITEM 07: THE BAKE SCALE

EVERY COLOUR COMES OUT OF THE OVEN

**The palette follows the
bake, from raw dough
to the charred edge
everyone fights over.**

Tomato red leads. The rest set
the heat.

TOMATO RED

RAW DOUGH

GOLDEN CHEESE

HEAT

TOASTED

CHAR

HERITAGE GREEN

ONE FONT SHOUTS, ONE EXPLAINS

Three fonts. Different uses. Each with a purpose.

The display face is heavy, condensed and rough at the edges, built for headlines, sound words and shopfronts.

The script font brings class, heritage and highlight to key information.

The text face is clean and easy to read, built for menus, prices and everything that needs to be clear.

CROCC

CHEAP PINE

Crocc

RUST & INK

Crocc

ROBOTO CONDENSED

ITEM 09: SOUND YOU CAN SEE

SOUND YOU CAN SEE

A family of sound words, drawn by hand, bursts from every surface.

The style keeps the energy people already love and gives every character one job: biting loudly.



THE BOARD SPEAKS

Sa Pizzedda talks like a very serious board that only cares about one thing.

The joke is the formality. The message is always crunch.

Sharp

“The Board has reviewed soft pizza. Motion rejected.”

Bold

“Loud food for loud cities.”

Playful

“Sorry, we can’t hear you. We’re eating.”

Contemporary

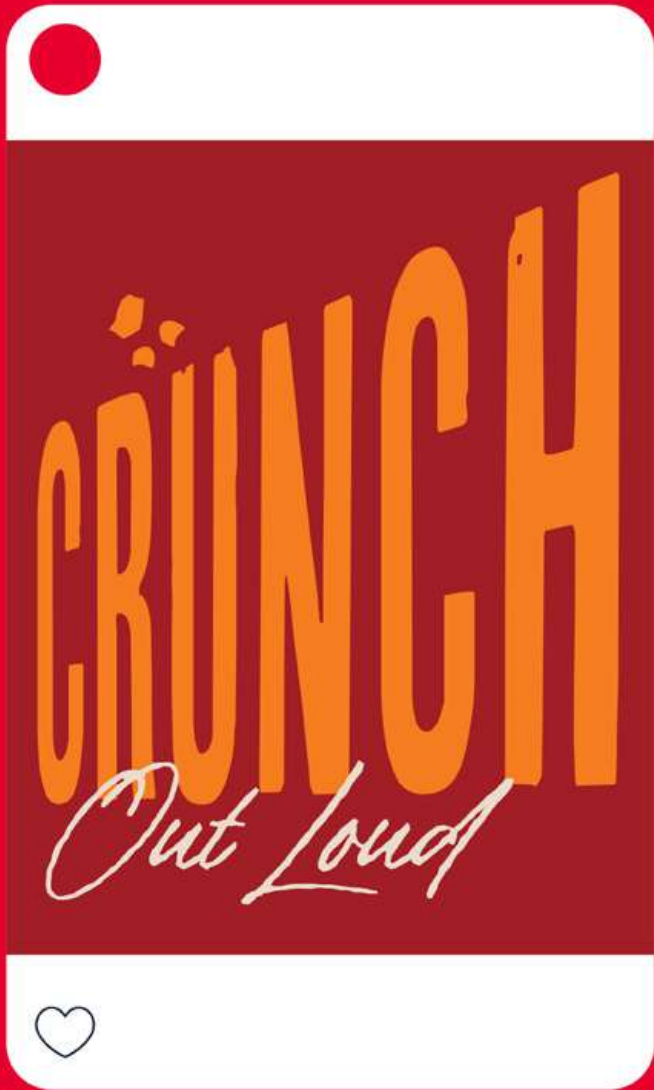
“Warning: may interrupt conversations.”

Tasty

“Hot, golden and loud enough to hear from the queue.”



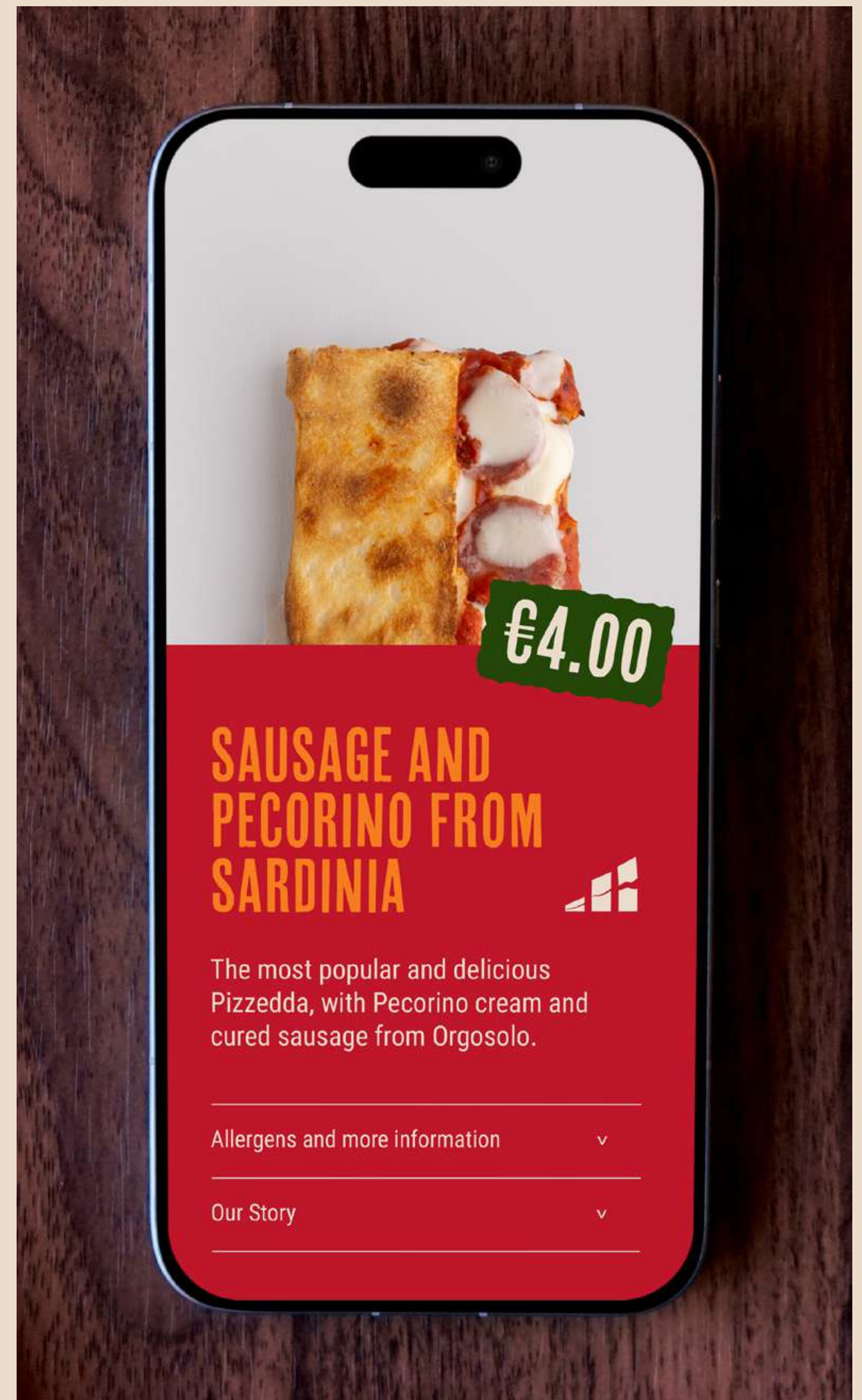
HOW TO SHOUT











LOUD FOOD CITIES



SA PIZZEDDA
CROCCANTEZZA SARDA